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5440.1 OHR P (Revalidated) GSA Organization Manual -- Ch. 15, OCSC

GENERAL SERVICES ADMINISTRATION
Washington, DC 20405

OHR P 5440.1 CHGE 525 **Revalidated**
July 21, 2009; Revalidated June 19, 2014

GSA ORDER

SUBJECT: GSA Organization Manual

1. Purpose. This order transmits revised pages to the GSA Organization Manual.
2. Background. GSA has an instrumental role with Recovery.gov, the official website that will report the ongoing progress on the Recovery Act funding, and provide transparency and accountability to the American public. The Office of Citizen Services and Communications (OCSC) will support the website. It is necessary to update the functional statements of OCSC to reflect that additional responsibility.
3. Explanation of changes. Parts 3 and 5 of Ch. 15 are revised to make the following changes:
 - a. Part 3, Office of Communications, is revised to reflect the overall existing functional responsibilities for the office.
 - b. Part 5, Office of Citizen Services, is revised to reflect the overall existing functional responsibilities and to add Recovery.gov functions recently assigned to OCSC.
4. Implementing actions. Implementation of this order with respect to employees represented by a labor organization is contingent upon completion of appropriate labor relations obligations. Positions affected by this change are subject to normal classification procedures.
5. Instructions. Remove Chapter 15 and insert the attached new chapter 15.

Elizabeth I. Kelley
Director of Management Services

GENERAL SERVICES ADMINISTRATION
Washington, DC 20405

OHR P 5440.1 CHGE 521
December 31, 2007

GSA ORDER

SUBJECT: GSA Organization Manual

1. Purpose. This order transmits revised pages to the GSA Organization Manual.
2. Background. ADM 5440.606, among other things, transferred the Freedom of Information Act (FOIA) function from the Public Affairs Division, Office of Communications and Marketing, to the Administrative Policy Division, Office of Management Services.
3. Explanation of changes. Part 3 of Ch. 15 is revised to make the following changes in the Office of Communications and Marketing, Office of Citizen Services and Communications (OCSC):
 - a. Establish the Creative Services Division, Enterprise Web Management Division, and Promotions Division;
 - b. Abolish the Marketing Division and redistribute its functions among the divisions established in a, above;
 - c. Delete the FOIA function from the Public Affairs Division to reflect the change in 2, above. Also, delete the function related to management of a consumer education program through the media—that function is the responsibility of the Consumer Information and Outreach Division, Office of Federal Citizen Information Center, Office of Citizen Services.
 - d. Fig. 15-1 is revised to reflect the above changes.
4. Implementing actions. Implementation of this order with respect to employees represented by a labor organization is contingent upon completion of appropriate labor relations obligations. Positions affected by this change are subject to normal classification procedures.
5. Instructions. Remove Chapter 15 and insert the attached new chapter 15.

GAIL T. LOVELACE
Chief Human Capital Officer

GENERAL SERVICES ADMINISTRATION
Washington, DC 20405

OHR P 5440.1 CHGE 519
August 16, 2007

GSA ORDER

SUBJECT: GSA Organization Manual

1. Purpose. This order transmits revised pages to the GSA Organization Manual.
2. Cancellation. ADM 5440.593 and ADM 5440.598 are cancelled.
3. Background. Many changes have occurred since last updating Ch. 15, Office of Citizen Services and Communications (OCSC). Some of the following ADM changes were never reflected in the Manual but are mentioned so that newer changes can be explained. This order identifies those previous changes and the most recent change.
 - a. ADM 5440.564 established OCSC. The organization included the Office of Communications consisting of the Public Affairs Division, Strategic Planning and Marketing Division, External Affairs Division, Editorial Services Division, and Creative Services Division; the Office of Citizen Services consisting of the Office of Intergovernmental Solutions, Office of E-Gov Solutions Support, and Office of Federal Citizen Information Center with a Channel Management Operations Division and a Content Management Division; and the Office of Business Management.
 - b. ADM 5440.584 established the Office of Performance Management in OCSC. The change incorporated strategic planning, OCSC human capital management, GSA-wide directives management and GSA-wide Freedom of Information Act policy. Administrative functions were transferred from the Office of Business Management to the Office of Performance Management.
 - c. ADM 5440.585 established Office of Enterprise Customer Relationship Management in OCSC.
 - d. ADM 5440.593 canceled ADM 5440.564, ADM 5440.584, and ADM 5440.585 and reorganized OCSC by making the following changes:
 - (1) Budget and Financial Management functions. Transferred functions from OCSC to the immediate Office of the Associate Administrator.
 - (2) Office of Performance Management. Abolished this office and transferred its functions to the Office of Business Management.
 - (3) Office of Citizen Services. Realigned the existing functions into the Channel Management Division, Content Management Division, and FirstGov Content Division; established a new USA Services Division to carry out a Presidential initiative related to making it easier to access government information and services; redesignated the Office of E-Gov Solutions Support as a division and renamed it the FirstGov Technologies Division consisting of the Technical Branch and Search Branch; redesignated the Office of Intergovernmental Solutions as a division and renamed it Intergovernmental Solutions Division; and established the Enterprise Customer Relationship Management Division.

(4) Office of Enterprise Customer Relationship Management. This Office was abolished and its functions transferred to the Enterprise Customer Relationship Management Division, Office of Citizen Services.

(5) Office of Communications. Established the Enterprise Marketing Division; abolished the Strategic Marketing Division, Creative Services Division, and Editorial Services Division were abolished and transferred their functions to the Enterprise Marketing Division; and abolished the External Affairs Division.

e. ADM 5440.598 abolished the OCSC Enterprise Customer Relationship Management Division and its functions.

4. Explanation of Change. Chapter 15, OCSC, is revised to reflect the changes in 3, above, and to make the following other changes:

a. Rename the FirstGov Technologies Division to USA.gov Technologies Division and rename the two branches. Rename the Technical Branch to Technical Solutions Branch and the Search Branch to Products Branch. Update functional statements to reflect functions related to technical applications, product research, development and management as it relates to USA.gov and affiliated websites.

b. Rename the Intergovernmental Solutions Division to the USA Services Intergovernmental Solutions Division.

c. Rename FirstGov Content to USA.gov and Web Best Practices Division and update its functional statements to reflect functions related to webcontent.gov and Web Manager University.

d. Rename the Content Management Division to Consumer Information and Outreach Division and update its functional statements to reflect functions related to the promotion of citizen access channels via activities such as public service advertising.

e. Rename the USA Services to USA Services Federal Solutions Division and update its functional statements to clarify that the division does not manage the operation of OCSC citizen access channels.

f. Rename the Office of Communications to the Office of Communications and Marketing.

g. Rename Enterprise Marketing Division to Marketing Division.

h. Transfer the events and operations functions away from the Public Affairs Division and into the Marketing Division and update its functional statements to reflect events and operations functions.

5. Implementing actions. Implementation of this order with respect to employees represented by a labor organization is contingent upon completion of appropriate labor relation obligations. Positions affected by this change are subject to normal classification procedures.

6. Instructions. Remove chapter 15 and insert the attached new chapter 15.

GAIL T. LOVELACE
Chief Human Capital Officer

GENERAL SERVICES ADMINISTRATION
Washington, DC 20405

GSA ORDER

SUBJECT: GSA Organization Manual

1. Purpose. This order transmits revised pages to the GSA Organization Manual.
2. Background. ADM 5440.561 abolished the Account Management Division of the Office of Communications, returning those functions and staff to PBS. In addition, it established the External Affairs Division in the Office of Communications.
3. Explanation of changes. Ch. 15 is revised to abolish the Account Management Division, Office of Communications and add the External Affairs Division to the Office of Communications.
4. Implementing Actions. Implementation of this order with respect to employees represented by a labor organization is contingent upon completion of appropriate labor relations obligations. Positions affected by this change are subject to normal classification procedures.
5. Instructions. Remove pp. i and ii, 2, 3, 4, 7 and 8, 13 and 14, 17, and 18 and replace with corresponding new pages

JUNE V. HUBER
Director of Management Services

GENERAL SERVICES ADMINISTRATION
Washington, DC 20405

OHR P 5440.1 CHGE 487
September 26, 2001

GSA ORDER

SUBJECT: GSA Organization Manual

1. Purpose. This order transmits revised pages to the GSA Organization Manual.
2. Explanation of changes. Ch. 15 is revised to abolish the National Contact Center Division and transfer its functions to the Program Support Division, Federal Consumer Information Center, Office of Communications.
3. Implementing actions. Implementation of this order with respect to employees represented by a labor organization is contingent upon completion of appropriate labor relations obligations. Positions affected by this change are subject to normal classification procedures.
4. Instructions. Remove p. 19 thru 22 of ch. 15. Insert the attached corresponding new page.

ELAINE P. DADE
Director of Management Services

GENERAL SERVICES ADMINISTRATION
Washington, DC 20405

OHR P 5440.1 CHGE 479
November 1, 2000

GSA ORDER

SUBJECT: GSA Organization Manual

1. Purpose. This order transmits revised pages to the GSA Organization Manual.
2. Background. ADM 5440.535 transferred the responsibility for managing the operation of the Federal Information Center (FIC) functions from the Emerging Technologies Center, Office of Service Development, Federal Technology Service, to the Consumer Information Center, Office of Communications.
3. Explanation of changes.
 - a. Ch. 15 is revised to make the following changes in the Office of Communications:
 - (1) Pars. 1 and 17 are revised to reflect the retitling of the Consumer Information Center to the Federal Consumer Information Center.
 - (2) Par. 17 is further revised to update the functional statements of the Federal Consumer Information Center and to reflect the new National Contact Center (XCN) functions.
 - b. Changes to ch. 24, Federal Technology Service, will be made at a later date.
3. Implementing actions. Implementation of this order with respect to employees represented by a labor organization is contingent upon completion of appropriate labor relations obligations. Positions affected by this change are subject to normal classification procedures.
4. Instructions. Remove p. i and ii of the table of contents and pp. 2 thru 4 and 19 thru 22 of ch. 15. Insert the attached corresponding new pages.

ELAINE P. DADE
Director of Management Services

GENERAL SERVICES ADMINISTRATION
Washington, DC 20405

OHR P 5440.1 CHGE 476
August 16, 2000

GSA ORDER

SUBJECT: GSA Organization Manual

1. Purpose. This order transmits revised pages to the GSA Organization Manual.
2. Cancellation. ADM 5440.543 is canceled.
3. Background. ADM 5440.543 established the Creative Services Division. Also, the order abolished the Creativity and Emerging Technology Division and transferred its emerging technology functions to the immediate Office of the Associate Administrator for Communications, transferred its functions related to the audio visual and graphics design programs to the new Creative Services Division, and transferred its functions related to the printing, forms, and special events programs to the Contracting and Administration Division, Office of Communications.
4. Explanation of changes. Ch. 15 and Fig. 15-1 are revised to reflect the changes in 3, above.
5. Implementing actions. Implementation of this order with respect to employees represented by a labor organization is contingent upon completion of appropriate labor relations obligations. Positions affected by this change are subject to normal classification procedures.
6. Instructions. Remove p. i and ii of the table of contents and pp. 2, and 15 thru 18 of ch. 15. Insert the attached corresponding new pages.

ELAINE P. DADE
Director of Management Services

GENERAL SERVICES ADMINISTRATION
Washington, DC 20405

OHR P 5440.1 CHGE 463
December 15, 1999

GSA ORDER

SUBJECT: GSA Organization Manual

1. Purpose. This order transmits revised pages to the GSA Organization Manual.
2. Cancellation. ADM 5440.526 is canceled.
3. Background. ADM 5440.526 abolished the Office of External Affairs, PBS, and transferred its functions, except its congressional relations functions, to the Office of Communications. This change reflects those functions in the Office of Communications chapter of the Manual.
4. Explanation of changes. Ch. 15 is revised to retitle the Creativity and Emerging Technologies Division to the Creativity and Emerging Technology Division, Office of Communications, and to reflect the change in 3, above.
5. Implementing actions. Implementation of this order with respect to employees represented by a labor organization is contingent upon completion of appropriate labor relations obligations. Positions affected by this change are subject to normal classification procedures.
6. Instructions. Remove p. i and ii of the table of contents and pp. 2, 15, and 16 of ch. 15. Insert the attached corresponding new pages.

DANIEL K. COOPER
Director of Management Services

GENERAL SERVICES ADMINISTRATION
Washington, DC 20405

OHR P 5440.1 CHGE 454
February 23, 1999

GSA ORDER

SUBJECT: GSA Organization Manual (Office of Communications change)

1. Purpose. This order transmits revised pages to the GSA Organization Manual.
2. Cancellation. ADM 5440.524 is canceled.
3. Background. ADM 5440.524 established a new organizational structure for the Office of Communications consisting of: the Associate Administrator, the Deputy Associate Administrator, the Director of Strategic Planning and Business, the Public Affairs and Administration Division, the Internal Communications Division, the Account Management and Creative Division, and the Production and Customer Service Division. This change realigns the structure and renames the organizations established by ADM 5440.524.
4. Explanation of changes. Ch. 15 is revised to replace the organizational structure below the Associate Administrator and Deputy Associate Administrator cited in par. 3, above, with the following divisions: Strategic Planning, Research, and Analysis Division; Public Affairs and Media Relations Division; Internal Communications Division; Account Management Division; Creative Services and Production Division; and Contracting and Administration Division. There are no changes to the Consumer Information Center.
5. Implementing actions. Implementation of this order with respect to employees represented by a labor organization is contingent upon completion of appropriate labor relations obligations. Positions affected by this change are subject to normal classification procedures.
6. Instructions. Replace the entire Chapter 15 with the attached new chapter.

SABINA A. SIMS
Director of Management Services

GENERAL SERVICES ADMINISTRATION
Washington, DC 20405

OHR P 5440.1 CHGE 444
March 31, 1998

GSA ORDER

SUBJECT: GSA Organization Manual

1. Purpose. This order transmits revised pages to the GSA Organization Manual.
2. Cancellation. ADM 5440.513 is canceled.
3. Background. ADM 5440.513 retitled the Office of Public Affairs to the Office of Communications and reorganized the office as follows:
 - a. Established an Office of Public Affairs and an Office of Internal Communications and Marketing in the Office of Communications;
 - b. Abolished the Office of Media Relations, Communications, and Marketing; the Office of Teleproduction Services; and the Office of Account Development, Policy, and Special Projects and redistributed their functions as follows:
 - (1) Media relations functions were transferred from the Office of Media Relations, Communications, and Marketing to the new Office of Public Affairs;
 - (2) Communications and marketing functions were transferred from the Office of Media Relations, Communications and Marketing to the new Office of Internal Communications and Marketing; and
 - (3) The functions of the Office of Teleproduction Services and the Office of Account Development, Policy, and Special Projects were transferred to the new Office of Internal Communications and Marketing.
 - c. No changes were made to the Consumer Information Center.
4. Explanation of change. Ch. 15 is revised to reflect the changes in par. 3, above.

JOSEPH R. RODRIGUEZ
Director of Management Services

GENERAL SERVICES ADMINISTRATION
Washington, DC 20405

OHR P 5440.1 CHGE 443
November 5, 1997

GSA ORDER

SUBJECT: GSA Organization Manual

1. Purpose. This order transmits revised pages to the GSA organization Manual.
2. Cancellation. ADM 5440.489 is canceled.
3. Explanation of change. Part 5 of ch. 15 is added to reflect the Consumer Information Center (CIC) in the office of Public Affairs. The CIC consists of the Publications and Media Division and the Program Support Division.

ELAINE P. DADE
Acting Director of Management Services

GENERAL SERVICES ADMINISTRATION
Washington, DC 20405

OHR P 5440.1 CHGE 410
December 11, 1995

GSA ORDER

SUBJECT: GSA Organization Manual

1. Purpose. This order transmits revised pages to the GSA Organization Manual.
2. Explanation of changes. Chapter 15 is revised to reflect the new Office of Public Affairs organization as follows:
 - a. The Office of Internal Communications and the Office of Media Relations are consolidated into the Office of Media Relations, Communications, and Marketing and the existing divisions are abolished.
 - b. The Office of Audiovisual Services is retitled as the Office of Teleproduction Services.
 - c. The Office of Account Development, Policy, and Special Projects is established.
 - d. The Consumer Information Center (CIC) is transferred to the Office of Management Services and Human Resources.
3. Implementing actions.
 - a. Management will discuss with recognized labor unions the impact on employees represented by the union(s). Positions affected by this change are subject to normal classification procedures.
 - b. The GSA Organization Manual will be updated at a later date to reflect the transfer of the Consumer Information Center to the Office of Management Services and Human Resources.
4. Instructions. Replace pages i and ii, and pages 1 through 24, of Chapter 15 with the attached Chapter 15, consisting of pages i and ii, and pages 1 through 10.

(Signed by Marcella Banks)

MARCELLA BANKS
Acting Associate Administrator for
Management Services and Human Resources

GENERAL SERVICES ADMINISTRATION
Washington, D.C. 20405

OHR P 5440.1 CHGE 323
October 3, 1991

GSA ORDER

SUBJECT: GSA Organization Manual

1. Purpose. This order transmits revised pages to the GSA Organization Manual.
2. Explanation of changes. The following changes are made in the organization of the office of Public Affairs:
 - a. Par. 1 is revised and Part 6 is added to establish the Office of Audiovisual Services.
 - b. Fig. 15-1 is revised to reflect the change in Part 6, above.
3. Implementing actions. Management will notify recognized labor unions of this change and, on request, meet and discuss the impact on employees represented by the union to the extent required or permitted by applicable laws, regulations, and the negotiated agreement. Positions affected by the change are subject to normal classification procedures.
4. Instructions. Remove p. i and ii of the table of contents and pp. 1 thru 4 of ch. 15. Insert p. i and ii of the table of contents and pp. 1 thru 4 and 21 thru 24.

CARLENE BAWDEN
Associate Administrator
for Administration

CHAPTER 15. OFFICE OF CITIZEN SERVICES AND COMMUNICATIONS

PART 1. RESPONSIBILITIES

1. Responsibilities. Serves as a central federal gateway for citizens, businesses, other governments, and the media to easily obtain information and services from the government on the web, in print, over the telephone, or by e-mail. The OCSC combines all of GSA's citizen-centered activities. It provides integrated, multi-channel access for citizens, businesses, Government and the media through the Federal one-stop Internet Portal – USA.gov (formerly FirstGov.gov) – toll-free national telephone number, telephone, email, and print publications. The OCSC is responsible for achieving the GSA E-Government solutions support and communications goals and annual performance measures set by the Administrator and the Associate Administrator for OCSC. In addition, OCSC is responsible for providing effective, professional communications to inform the public that GSA's information programs make important services available to citizens, businesses, the media and Government.

PART 2. OFFICE OF THE ASSOCIATE ADMINISTRATOR

2. Associate Administrator of the Office of Citizen Services (OCSC). Provides nationwide leadership and direction in managing and administering OCSC programs. This includes the Finance and Budget functionality which provides management and support for all areas of OCSC by formulating, executing, analyzing, and tracking the budget for OCSC's operating expenses with minimal overview by the Office of Budget (BB) and in coordination with the Office of Controller, (BE). It performs budgetary functions, financial planning, financial reporting, and other budgetary and financial support activities, manages the OCSC implementation of the Labor Distribution System (LDS), and supports OCSC performance measures activities.

PART 3. OFFICE OF COMMUNICATIONS

3. Responsibilities. Provides information on the activities of GSA to employees and external audiences, including the media, agency customers, stakeholders, and the public. Works closely with key officials from all GSA Services, Staff Offices and Regions on strategic communication initiatives. Serves as the official point of contact for national press inquiries

4. Public Affairs Division. Plans, implements, and coordinates integrated communications for many audiences with two key communications aspects: Media relations (the news media, all branches of the Federal Government, industry, trade and professional associations), and Internal Communications (providing support to GSA Associates).

4a. Directs the review and analysis of news reports for relevance to other GSA organizations.

4b. Manages and coordinates the communication of GSA news items and employee information throughout GSA.

4c. Ensures that the benefits of easy access to information and information services are communicated effectively and efficiently to the general public.

5. Creative Services Division. Plans, coordinates, evaluates and provides policy, service, advice and assistance on nationwide audiovisual and graphic design activities for GSA. Develops and implements GSA's graphics program and provides broadcasting, television and video production for the agency.

6. Enterprise Web Management Division. Plans, manages, coordinates, evaluates and provides policy, service, advice for GSA's main portal, gsa.gov, and GSA's agency-wide intranet, InSite.

7. Promotions Division. Provides consulting services for development, marketing, and information campaigns; marketing services for USA.gov and USA Services; and events and operations support to the Administrator and others for special events.

PART 4. OFFICE OF BUSINESS MANAGEMENT

8. Responsibilities. Provides purchasing and contracting, human resources, audit oversight, coordination, and administrative support for all areas of OCSC.

PART 5. OFFICE OF CITIZENS SERVICES

9. Responsibilities. Serves as the nation's focal point for information and services offered by the federal government. Finds new ways for citizens, businesses, other governments, and the media to easily obtain information and services from the government on the web, via e-mail, in print, and over the telephone. Works closely with other government agencies—federal, state, local, and international—to collect and consolidate information and make it available to the public. Supports Recovery.gov, the official website that features information about the American Recovery and Reinvestment Act and its related initiatives. Leads several interagency groups to share best practices and develop strategies for improving the way services are provided to the American public. Also serves as the project management office for the Recovery.gov web portal. Coordinates all activities related to implementation and maintenance of www.recovery.gov, including infrastructure, security, content management and web development activities.

10. USA Services Intergovernmental Solutions Division.

10a. Collaborates with Federal, state, local and foreign governments, and international organizations to promote more effective use of information technology to improve the delivery of services to citizens.

10b. Facilitates Governments working together to provide seamless information and services to individuals, businesses and other governments.

11. USA.gov Technologies Division. Manages and continuously improves infrastructure and technologies, systems, services, processes and contracts in support of the USA.gov portal and other OCSC-managed websites.

11a. Develops innovative technologies, comprehensive managed application hosting, search, content management, usability and security.

11b. Supports other e-Gov and citizen-facing applications by sharing best practices, technology expertise and contracts.

11c. Creates and maintains the USASearch.gov and BuscadorUSA.gov search functions in support of USA.gov and GobiernoUSA.gov websites.

11.1. Products Branch. Researches, develops, and manages products used to deliver information and services through USA.gov and affiliated websites managed by OCSC.

11.2. Technology Solutions Branch. Designs, builds, tests, launches, maintains and administers online

technical applications for [www. USA.gov](http://www.USA.gov). Consumer Information and Outreach Division.

12. Office of Federal Citizen Information Center. Develops implements and manages information content and operates and maintains a variety of information channels i.e., websites including USA.gov, a toll-free national contact center, e-mail and print publications.

12.1. Channel Management Division. Creates and maintains the information channels: web sites (other than the USA.gov web site), 800 numbers, e-mail, print publications and other direct public contacts to provide easy access to the information and information services available from the Federal Government.

12.2. Consumer Information and Outreach Division. Manages the distribution of Federal consumer publications and promotion of all citizen channels to the public including extensive public service advertisements (PSA).

12.3. USA.gov and Web Best Practices Division.

12.3a. Creates and maintains the USA.gov website content and design. As the official portal of the U.S. Government, USA.gov makes it easy for the public to get U.S. Government information and services online.

12.3b. Provides best practice advice on management and usability of government websites, maintains Webcontent.gov as a resource for government web managers, administers Web Manager University, and arranges usability testing for GSA websites.

13. USA Services Federal Solutions Division.

13a. Serves as liaison to OMB for the USA Services E-Gov initiative ensuring all reports and data calls are timely.

13b. Provides customer and citizen services leadership and support to Federal agencies and other E-Gov initiatives with market research on citizen expectations.

13c. Furnishes contact center contract vehicles, financial software tools to calculate citizen services costs; identifies and disseminates best practices in managing government contact centers, and nurtures a more citizen-centric government through communities of practice for government professionals working to improve contact center services.